

Associated Builders
and Contractors

2018 SPONSORSHIP OPPORTUNITIES

**REACH YOUR KEY TARGET AUDIENCES
AT ABC CONVENTION 2018 AND BEYOND!**

The ABC prospectus is designed to help your company achieve its business objectives. Whether your company is looking for sponsorship opportunities at ABC's national events or year-long visibility, our team can customize a package to meet your marketing and branding goals.





ABC CONVENTION 2018 ABC'S PREMIER ANNUAL MEETING


CONVENTION
MARCH 18-22
2018

Looking to increase your visibility or gain unprecedented access to ABC members? ABC Convention 2018 can help your company increase brand recognition and quality face time with top leaders in the construction industry, against a backdrop of compelling education. Participants will enjoy a full schedule of networking opportunities, informative roundtable discussions and inspiring speakers with a generous splash of entertainment so all attendees can celebrate, collaborate and connect.

The dynamic program consists of several significant “events within the event.”

EVENTS WITHIN THE ABC CONVENTION

ABC's National Board of Directors Meeting brings together more than 170 volunteer leaders and decision makers and 70 chapter presidents. This is the most exclusive gathering in the merit shop construction industry.

Education sessions for members and chapter staff at the ABC Convention have been retooled with shorter bursts of content with peer discussions. Your brand can be integrated within the new learning format.

The Excellence in Construction Awards® Black-Tie Gala brings together more than 500 contractors and project owners to celebrate the nation's most innovative and high-quality construction projects, safety and diversity programs. The Contractor of the Year will be announced at the gala. Align your brand with the industry's best!

The National Craft Championships brings craft trainees and apprentices from chapter and member firm training programs across the country to compete for medals in 11 crafts during an intense hands-on competition.

The Construction Management Competition brings together students in teams that represent colleges and universities nationwide to compete on a project testing their project management, estimating, safety, and quality-control and presentation skills.


The Careers in Construction Awards celebrates the future of the construction industry, recognizing the National Craft Championships competitors, the Construction Management Competition student teams, and the top craft professional, craft instructor and young professional of the year.

The Association Excellence Awards Luncheon celebrates chapter achievements in innovative management, membership growth, workforce development, communications, political advocacy and safety and honors our longest-tenured staff.

ABC HAS RETOOLED ITS SPONSORSHIP PROGRAM TO OFFER A NEW SUITE OF EXCITING, HIGH-IMPACT SPONSORSHIP OPPORTUNITIES:

PLATINUM SPONSORSHIP: \$50,000

Your sponsorship includes exclusive presenting rights for one of the following events:

- Opening General Session
- Opening Night ~~Celebration~~

- Career in Construction Awards
- Closing Night Celebration

At the platinum level, sponsors receive exclusive benefits throughout the convention, including:

- Opportunity to be a thought leader/subject matter expert on an ABC-hosted webinar leading up to the event
- Opportunity for a company leader to address the audience
- Your video featured at the sponsored event
- Recognition on all video screens during the event
- Platinum-level listing on all signage and marketing materials
- VIP seating for (6) at the sponsored event
- Six (6) complimentary convention registrations
- Post-event attendee list, including email addresses
- Two (2) one-hour promoted posts on the ABC Events app
- Three (3) push notifications on the ABC Events App

GOLD SPONSORSHIP: \$25,000

(each opportunity may have up to two sponsors)

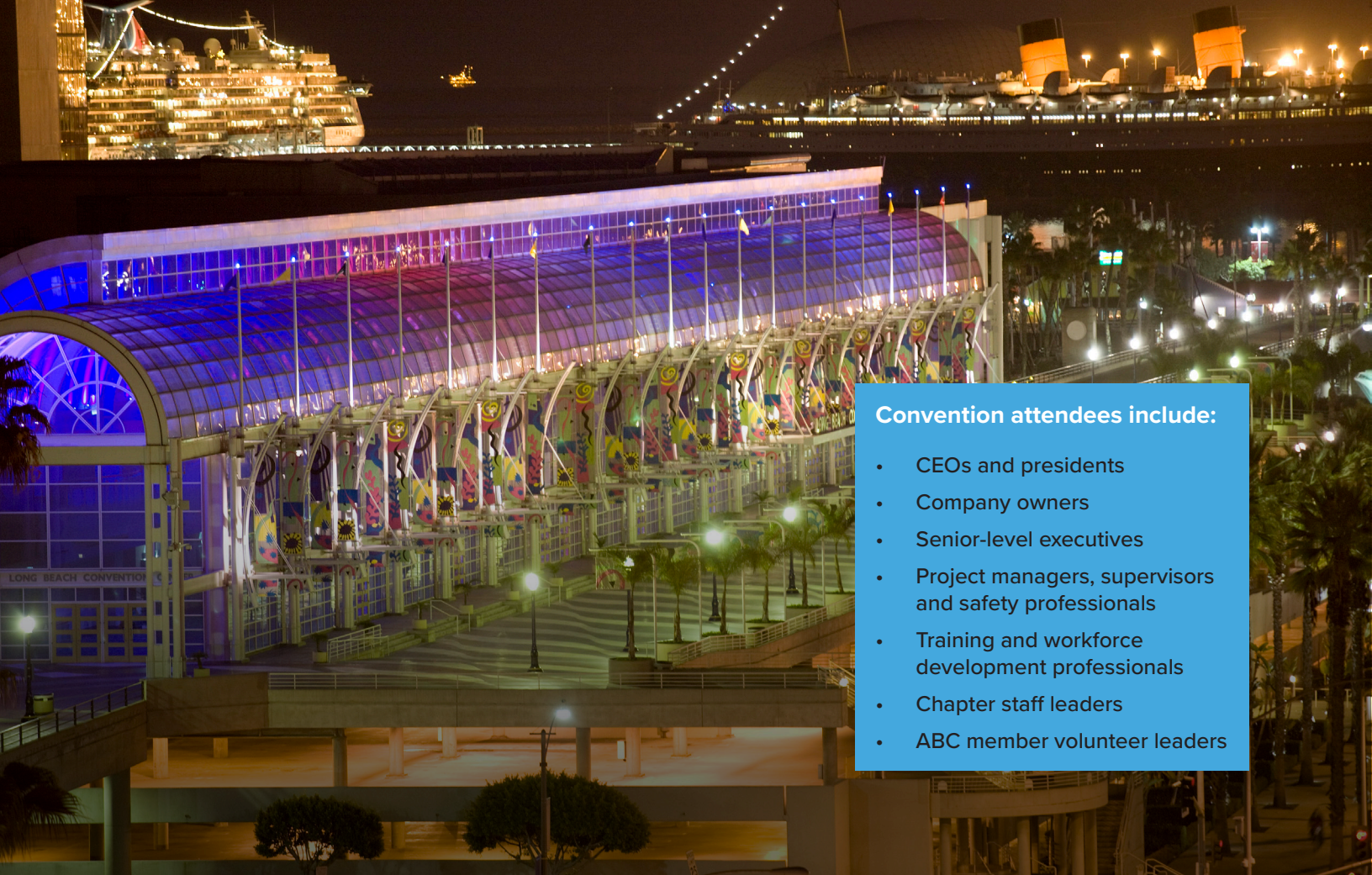
Gold level sponsorship includes one of the following events:

- Association Excellence Awards luncheon
- Construction Management Competition
- National Craft Championships Judge and Competitor Luncheon AND Competitor Welcome and Breakfast

Gold sponsors receive the following benefits throughout the convention, including:

- Your video ad featured at the sponsored event
- Opportunity to introduce a speaker
- Opportunity to provide a raffle item
- Gold-level listing on signage and marketing materials
- Four (4) reserved seats at the events you are sponsoring
- Four (4) complimentary convention registrations
- Post-event attendee list including email addresses
- One (1) one-hour promoted post on the ABC Events app
- One (1) push notification on the ABC Events app

Contact Bethany Murphy at (571) 814-3424 or bmurphy@abc.org for more information.



Convention attendees include:

- CEOs and presidents
- Company owners
- Senior-level executives
- Project managers, supervisors and safety professionals
- Training and workforce development professionals
- Chapter staff leaders
- ABC member volunteer leaders

**STAND-ALONE EVENT BRANDING OPPORTUNITIES:
\$10,000 EACH**

(subject to availability)

National Craft
Championships
Judge and
Competitor Lunch

Opening Night
or Closing Night
Celebration
Photo Booth

Excellence In
Construction®
Awards Gala
Pre-event Reception

Excellence In
Construction®
Awards Gala
Post-event Reception

Excellence In
Construction®
Awards Gala
Photo Booth

National Craft
Championships
Competitor Welcome
and Breakfast

National Craft
Championships
Competitor Lunch

Networking
Coffee Breaks –
each sponsorship
includes two breaks
(multiple available)

GENERAL CONVENTION BRANDING OPPORTUNITIES:

\$7,500 EACH

(subject to availability)

Pillar wrap in lobby or outside the headquarters hotel	Elevator wrap at headquarters hotel	Sidewalk clings from headquarters hotel to convention center	Convention center escalator
Convention center window decal	Headquarters hotel window wrap on mezzanine windows	Convention center column clings	Education session sponsor with ability to introduce the speaker

ALL CONVENTION SPONSORSHIPS INCLUDE THE FOLLOWING BENEFITS:

- Company logo on all signage and marketing materials
- Company logo included in promotional PowerPoints that rotate during general sessions and breaks
- Recognition on the ABC Convention 2018 website
- Promotion on the ABC Events app
- Sponsorship listing and 50-word description on the ABC Events app

Contact Bethany Murphy at (571) 814-3424 or bmurphy@abc.org for more information.

INTERESTED IN SPONSORING ADDITIONAL NATIONAL EVENTS?

In addition to the convention, ABC hosts two other meetings with sponsorship opportunities



ABC LEGISLATIVE WEEK

Legislative Week is held each June in Washington, D.C., and attracts ABC members from across the country who want to participate in the legislative process and make their voices heard with regulators and legislators. Legislative Week events include: ABC national's board of directors meeting, Legislative Day Breakfast and evening happy hour, Capitol Hill visits, as well as receptions for the ABC PAC and the Free Enterprise Alliance. The **Young Professionals' Symposium**, **Legal Conference** and **Diversity & Inclusion Summit** also take place during Legislative Week. Visit legweek.abc.org to learn more about sponsorship opportunities.



ABC LEADERSHIP WEEK

Leadership Week takes place in November and features training and professional development for current and incoming ABC chapter leaders, a national board of directors meeting and the **Young Professionals Future Leaders Lab**. Visit leadership.abc.org to learn more about sponsorship opportunities.

GAIN STRATEGIC PROMOTION

NEW!

ABC's Annual Program Sponsorships range from \$25,000 to \$150,000.

ABC offers a limited number of exclusive program sponsorships that provide year-round exposure to the contractor and chapter communities. For the first time ever, your company can be the presenting sponsor for one of ABC's signature programs, including:

- **National Craft Championships:** Craft trainees and apprentices from chapter and member programs compete for the gold in 15 competitions, representing 11 crafts.
- **Excellence in Construction® Awards Program:** Recognizes the most innovative and high-quality construction projects and safety and diversity programs.



- **Accredited Quality Contractor Program:** Recognizes construction firms that demonstrate a commitment to quality, safety, training, employee benefits and community relations.
- **Construction Management Competition:** Top teams from colleges and universities compete to test their knowledge on project management, estimating, safety, quality-control and presentation skills.
- **Young Professionals:** Provides opportunities for young leaders to build relationships, expand their skills and advance their careers while continuing to promote open competition and the merit shop philosophy. Sponsorship includes the Young Professional of the Year award.
- **Diversity Program:** Further ABC members' commitment to achieving a fully inclusive and culturally competent workforce that is welcoming to all people, where employees and suppliers are limited only by their potential. The Diversity & Inclusion Summit and Diversity Resource Groups (DRGs) are key components of ABC's Diversity Program.

From program launch through execution, program sponsors receive customized exposure in year-round communications to a variety of audiences, which may include:

- 70 ABC chapter presidents and membership and/or education directors
- ABC contractor members
- Approximately 500 ABC volunteer leaders, including national and chapter board members
- Nearly 400 construction professionals who participate in the Young Professionals program
- Construction trainees and apprentices competing in the National Craft Championships and their sponsors
- Students enrolled in Construction Management programs at leading colleges and universities and those registered to compete in ABC's Construction Management Competition

Benefits are customized for each program and will be mutually agreed upon by the sponsor and ABC. The sponsor is mentioned in every communication about the program, which may include:

- *Newsline*, ABC's weekly enewsletter to all members
- *Leadership Update*, a monthly enewsletter to ABC's leadership – more than 400 national and local board members and national committee members
- Updates and announcements
- *Construction Executive* magazine
- Program or event website
- Social media promotions
- Promotional video at awards ceremony
- Promotion on the ABC Events app
- Company logo on post-program survey

Interested in having us develop a customized annual sponsorship plan that includes ABC's national events as well as print and electronic communications channels? Contact **Bethany Murphy** at (571) 814-3424 or bmurphy@abc.org for more details.

ABC
CONVENTION

2018 Long Beach, Calif.
March 18-22

2019 Long Beach, Calif.
March 24-28

ABC
**LEGISLATIVE
WEEK**

2018 Washington, D.C.
June 24-29

2019 Washington, D.C.
June 23-28

ABC
**LEADERSHIP
WEEK**

2017 Orlando
Nov. 5-9

2018 Las Vegas
Nov. 11-15

ABC
**DIVERSITY &
INCLUSION
SUMMIT**

2018 Washington, D.C.
June 25

ABC
**LEGAL
CONFERENCE**

2018 Washington, D.C.
June 27-28



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